

What: West Georgia Alumni Talk Outline

I. Introduce theme of speech--the Institute strategic planning process.

Goal of our strategic planning is to move forward to increase national and international prominence.

II. Some Yellow Jacket Humor (Lead into joke by stressing the importance of thinking ahead.) There's a guy from Georgia Tech driving from Atlanta to Athens and a guy from Georgia driving from Athens to Atlanta. In the middle of the night, with no other cars around, they hit each other head on. The Bulldog manages to climb out of his car and survey the damage. He looks at his twisted car and says, "Man, I'm really lucky to be alive." Likewise the Yellow Jacket scrambles out of his car and looks at the wreckage. He too says, "I can't believe I survived this wreck." The guy from Georgia walks over to the Yellow Jacket and says, "Hey man, I think this is a sign from God that we should put away our petty differences and live as friends instead of arch rivals." The Yellow

Jacket thinks for a moment and says, "You know, you're absolutely right! We should be friends. Now I'm gonna see what else survived this wreck." So the Yellow Jacket pops open his trunk to find a full, unopened bottle of Jack Daniels. He says to the Bulldog, "I think this is another sign from God that we should toast to our newfound understanding and friendship." The Bulldog says, "You're right!" And he grabs the bottle and starts sucking down Jack Daniels. After putting away nearly half of the bottle, the Bulldog hands it back to the Yellow Jacket and says, "Your turn." The Yellow Jacket twists the cap back on the bottle and says, "Nahh, I think I'll wait for the cops to show up."

III. Planning for the future

A. The Beginning (the Strategic Plan)

1. Developed with input from faculty, staff, students, and alumni.
2. Vision Statement: Georgia Tech will be a leader among those few technological universities whose students, alumni, faculty, and

staff define and expand the frontiers of knowledge and innovation. Georgia Tech seeks to create an enriched, more prosperous, and sustainable society for the citizens of Georgia, the nation, and the world.

3. Tenets of the plan include:

- Enriching educational opportunities
- Improving student life
- Maintaining and enhancing research
- Taking fullest advantage of educational & informational technology
- Improving the Infrastructure
- Identifying optimum size and composition
- Expanding Collaboration, Linkages, and Economic Development Efforts

4. Recent rankings bear out the success of our strategic planning. -

College of Engineering -College of Management

B. The Facility Condition Analysis and Space Study

In 1996, we completed a comprehensive study of the existing academic space on campus drawing on the talents of a nationally prominent team. As we have added dramatically to our housing and athletic facilities, it is easy to overlook that almost fifty academic buildings on our campus are 50 years or older and have not been renovated. The results of the facilities study were sobering, but not completely surprising. A severe deferred maintenance backlog was documented--to the tune of \$130 million. The \$130 million is necessary to bring our present facilities to current facility standards, while an additional \$350 million will be needed to provide facilities comparable to our competitive institutions and support our strategic plan goals for qualitative improvements and enrollment increases.

C. Capital Planning

D. The Master Plan

1. Georgia Tech's master planning objectives are:

- **Guide Campus Development for the Next 15 Years**
- **Optimize Use of Building and Land Space**
- **Provide a Framework for Future Space Utilization Decisions**
- **Improve Georgia Tech's Living and Learning Environment**
- **Foster a Spirit of Community and Identity**
- **Improve Georgia Tech's Physical Campus**

2. Scope of the Plan

- **The Campus Master Plan**
- **The Parking and Transportation Study**
- **The Utilities Infrastructure Study**

3. Plan is being developed with input from faculty, staff, students, and alumni

4. Conclusion

Tie the four aspects of the plan together and discuss the importance of planning. End with the following joke with the theme that planning will ensure we keep heading in the right direction. "There is a story about the man who pulled his car over to ask a young boy on the side of the road how far it was to a certain destination. He received this answer: "If you keep going the way you are headed it will be about 25,000 miles. But, if you turn around, it will be about three miles."

5. Show 3-D video--asking participants to preview the campus of the future. Present "the campus of the future" as the culmination of our planning strategy.